



PATENT ABSTRACTS OF JAPAN

(11) Publication number: **09288699 A**(43) Date of publication of application: **04.11.97**

(51) Int. Cl.

G06F 17/60**G07F 9/02****G07G 1/12**(21) Application number: **09008516**(71) Applicant: **TOYOTA MOTOR CORP**(22) Date of filing: **21.01.97**(72) Inventor: **KIKUCHI KOJI**(30) Priority: **22.02.96 JP 08 61713**(54) **PRODUCT ADVERTISEMENT DEVICE AND
PRODUCT ADVERTISEMENT METHOD**

COPYRIGHT: (C)1997,JPO

(57) Abstract:

PROBLEM TO BE SOLVED: To provide a product advertisement device capable of automatically selecting the information of a specified product matched with the preference of a customer and showing it to the customer as an image.

SOLUTION: This product advertisement device is provided with a video input device for converting the figure of the customer to image data, a customer preference classification means 12 for classifying a customer preference by comparing the image data converted by the video input device with a standard image pattern stored beforehand by a customer figure standard image pattern storage means 18, a product data storage means 15 for storing product data for the respective classifications of the customer preference and a product data display means 17 for displaying the product data stored by the product data storage means 15 correspondingly to the classification of the customer preference classified by the customer preference classification means 12.

